



## **REQUEST FOR PROPOSALS**

**Unified Communications as a Service (UCaaS/Hosted Voice)**

**December 4, 2019**

**City of Campbell  
City Managers Office / Information Technology Division**

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## **Background and Purpose**

The City of Campbell, California, is interested in soliciting proposals from qualified providers to replace the City's existing antiquated phone system. The final product offering should provide a robust solution that will allow the City of Campbell to continue to leverage this investment well into the future as the needs of the City to grow and evolve. The proposed system should be able to dynamically scale on demand while initially serving the current needs of the City.

The City requires that responding vendors propose a complete, end-to-end solution including design, planning, system architecture, installation, network analysis, training, and post-installation support for this project. The proposed solution should include audio and video conferencing, internal and external paging, instant messaging, call recording, Microsoft Office 365 integration, and collaboration tools, in addition to essential telephony features. The City would also consider options that remove the necessity of having a standard physical desktop phone handset. These include softphones and virtual phones.

The purpose of this RFP is to solicit proposals for the most appropriate UCaaS system from a qualified vendor, including implementation services. (For this RFP, a "Vendor" is a company that can provide goods and/or services to the City of Campbell; a "Proposer" is a Vendor who has submitted a response to this RFP; and a "Contractor" is a Vendor with whom the City has contracted for goods and/or services.)

The City of Campbell prefers to purchase an existing system that is commercially available without major customizations and proven to operate effectively over time. The City of Campbell also prefers a pure Cloud-based system (SaaS or IaaS) system providers, not a hybrid system that has both on-premises and cloud components. Vendors must host Cloud services with one of the top tier Cloud Service providers (IaaS), such as Amazon Web Services (AWS), Microsoft Azure, IBM Cloud, Google. The demonstrated equivalent cloud provider must meet the requirements of the National Institute of Standards and Technology (NIST) 500-291, at minimum.

The City of Campbell prefers to purchase from a Vendor who has demonstrated long-term viability as a company and a long-term commitment to customers through regular product enhancements and on-going support. The City is seeking a Vendor that provides a proven, effective, and carefully structured approach to implementation of the chosen system. In this context, implementation refers to all efforts required to provide a complete and functioning system and to prepare Campbell to use the new system effectively and with minimal disruption. Requirements include technology and implementation planning, detailed design, interfaces, software integration, designing minimal software modifications, testing, training, data conversion, end-user and technical documentation, project management, implementation change management, and post-implementation warranty support as described in the Statement of Work (Appendix A).

The City of Campbell is requests proposals for complete cloud-based systems, that include all third-party components. The City, at its sole discretion, may choose not to utilize all optional system components. The City may also exercise the option to procure third-party components directly, in addition to or any identified in specific proposals.

The City of Campbell intends to award to the highest-ranked Vendor that will assume financial and legal responsibility for the contract. Proposals that include multiple vendors must identify one Vendor as the “prime contractor” and all others as subcontractors.

The City of Campbell reserves the right to reject all vendor proposals whose software and implementations do not adequately meet Campbell’s stated Minimum Qualifications or Mandatory Requirements. (Appendix B and Appendix C). The City can also reject any or all proposals where the price exceeds the amount that Campbell determines it can afford for this procurement.

## **Project Location Characteristics**

### **City Characteristics**

Campbell is a city in Santa Clara County, California, and part of the Silicon Valley region. The City is 50 miles south of San Francisco and is incorporated as a General Law City and has a Council/Manager form of government. City departments, in addition to the City Manager’s Office, include Police, Public Works, Community Development, Finance, Recreation, and Community Services.

Campbell's unofficial population is over 40,939+ residents. Campbell has a concentration of high-technology companies within the city borders. Campbell is the original home of eBay and its creator and is home to executives and employees of the most innovative technology companies in the world. Campbell is bordered on the east and north by San Jose, on the South by Los Gatos, and on the west by a small portion of the city of Saratoga.

### **Current phone system**

In 2000, the City of Campbell purchase of a Nortel Meridian Option 11c telephone switch. The system was upgraded in 2009 to include CallPilot 5.0, upgrade 4526GTX-PWR Switch to a 4526T switch, and the replacement of SLR Tape Drive. The current number of phone active phone lines include the following:

<b>Department</b>	<b>Handsets/Connections</b>
Analog Lines	145
1 line Digital	26
4 line Digital (M3903)	127
12 Line Digital (M3904)	49
Voicemail Access	19
<b>Total</b>	<b>366</b>

The City of Campbell currently has phone systems located in three separate facilities. The City Hall, Community Center, and Central Service Yard. High-speed fiber optic cable connects all three buildings.

## Use of IVR and ACD capability

The city utilizes basic call tree and call distribution functions on the current system. These include round-robin and some degree of smart call forwarding. The city desires to option to add selected hold music and messaging, and to manage call waiting messages dynamically and to manage call queues in some areas of city operation. Consistency of service is essential to the City. Providing standard reporting on average hold times, call waiting times, hang-ups, and call flow would be critical in our selection of future systems.

## Summary of Network and computer environment

The city of Campbell has established technology standards and would prefer to adhere to them as part of the implementation of a new UCaaS system. The tables below provide Proposers with a current summary of the City's network and computing environments and standards.

In preparing responses, Proposers must remain diligent in referencing this table to assure that responses identify:

- Areas of known or potential conflict between the Proposer's proposed solution and the City's defined environments
- Recommendations of how best to implement and operate the proposed solution within the City's defined environments

## Campbell's Technology Environment

Proposers should evaluate the following technology list. Proposer's cost proposal must include developing and implementing the proposed interfaces based on the current technology environment in the City.

### Campbell Technology Environment

Vendor / Application Name	Version	Details
Microsoft Windows 7, 10	Version 7	<ul style="list-style-type: none"><li>• Currently migrating desktop users from Windows 7 to 10.</li><li>• Providing option to use Edge and Chrome browsers</li></ul>
	Version 10	
Microsoft Office 365	Outlook Mail Client	<ul style="list-style-type: none"><li>• Extensively using SharePoint internet</li><li>• Most users use a thin client version of O365</li></ul>
	SharePoint Intranet	
Civic Plus customer Internet provider	SaaS	<ul style="list-style-type: none"><li>• Integrated portal</li></ul>
Internet Service Provider (Comcast)	Fiber Optic	<ul style="list-style-type: none"><li>• The City maintains the primary Internet connection of 1G synchronous</li></ul>
Fiber Optic (WAN)	Single Mode Multi-Mode	<ul style="list-style-type: none"><li>• Aruba Networks</li><li>• Single Mode, Multi-Mode fiberoptic cabling between buildings.</li></ul>

<b>Networking (LAN)</b>	Cat 5e Cat 6	<ul style="list-style-type: none"> <li>• Aruba Networks</li> </ul>
<b>Networking (WLAN)</b>	802.11n	<ul style="list-style-type: none"> <li>• Aruba Networks</li> <li>• Clearpass</li> </ul>

## **APPENDIX A – Statement of Work**

The City of Campbell is seeking candidates to provide a proven, effective, and carefully structured approach to providing a complete replacement for the City's current non-emergency phone systems. The City intends to acquire the most appropriate financially attractive solution from a qualified Vendor to enable it to create, manage and track all telephony needs of the city.

The City intends to purchase a proven system/solution that is already in use and operating effectively in other jurisdictions of similar size and complexity. The City requires a cloud-based (UCaaS) integrated system, along with software implementation, integration, and maintenance support.

### **Services Scope**

As part of the contract scope, the City requires system implementation and integration services to transition, if needed, from our current system on-premises system to a fully cloud-hosted solution. Software and services are necessary to be part of the winning proposal. The proposal must consist of transferring the city's current phone number series to the new system with minimal invasiveness.

Multiple Vendors can construct proposals for various components, but proposals that involve multiple Vendors must identify one Vendor as the "prime contractor" and all others as subcontractors. The prime contractor will retain ultimate responsibility for the entire contract and its successful execution.

For the services portion of the contract, the City of Campbell expects proposals to include a plan for implementation and management of a transition if required. The City of Campbell will partner with the chosen Vendor during implementation. The City will assist with the transition, and to ensure enough knowledge transfer for the City of Campbell to be fully capable of on-going management, maintenance, and expansion.

## **APPENDIX B – Minimum Qualifications**

The following are minimum qualifications the Vendor must meet for their proposal submittal to be eligible for evaluation. The RFP Coordinator may choose to determine minimum qualifications by reading that single document alone, so the submittal should be sufficiently detailed to clearly show how you meet the minimum qualifications without looking at any other material. The City shall reject those that are not clearly responsive to these minimum qualifications without further consideration.

The proposer must meet the following minimum requirements to be considered responsive. All proposals that fail to meet minimum requirements will be rejected from further evaluation.

### **Software**

- Software Vendor has been in the business of providing software to the permitting industry for a minimum of 5 years.
- The major version of the software (e.g., 5.XX) being proposed has been in production for a minimum of 1 year.
- Major version of the software (e.g., 5.XX) being proposed must be operating to provide a full range of permitting functions in at least 2 North American jurisdictions of 40,000 or more. Both implementations have been operational for at least six months.

### **System Integration**

- System integrator has implemented the proposed major version (e.g., 5.XX) of software for at least two government jurisdictions with populations greater than 40,000. Both implementations have been operational for at least six months.

### **Project Manager**

- The proposed project manager has managed at least three software implementation projects of similar scope and complexity within the last five years.
- The proposed project manager has managed at least one implementation project that involved the proposed software major version (e.g., 5.XX) within the last five years.



## **APPENDIX C - Mandatory Requirements**

The following are mandatory functional and technical requirements the vendor must meet for the proposal to remain eligible for consideration. Each Vendor must clearly show that their product or service meets these mandatory technical requirements, or their proposal will be rejected as non-responsive.

The RFP Coordinator may choose to determine compliance with mandatory requirements by reading that single document alone, so the submittal should be sufficiently detailed to clearly show how you meet the mandatory requirements without looking at any other material. The City shall reject those that are not clearly responsive to these mandatory requirements without further consideration.

The vendor proposal includes a comprehensive understanding of the City's operational needs for telephony and is flexible to meet the City's unique operational and technology requirements. Specific requirements and features include:

Requirement Description
<b>Cloud-Based System (UCaaS)</b> - Vendor must have a pure cloud unified communications system or UCaaS. The goal is to remove the need for additional staff that is trained to maintain equipment. The UCaaS, cloud-based system does not require the investment in hardware and ongoing maintenance.
<b>Interactive Voice Response (IVR)</b> - ability to integrate telephony into other systems such as Office 365, payment systems, or other communications systems.
<b>Automated Call Distribution (ACD)</b> -The ability to create basic call tree and hunt group call distribution rules.
<b>Inter alia Messaging</b> - the ability to play pre-recorded messaging that is dependent on the call queue and the options selected.
<b>Unified Communication</b> - ability to tightly integrate with SaaS systems such as office 365.
<b>Paging</b> – The system should support the ability to page to individual phones or groups of phones, over the phone speakers, computer, or cell phone speakers.
<b>Hosted FAX service</b> – Proposers shall describe an integrated fax service that is included with the solution.
<b>Record, store, forward, and integrate phone conversations with email</b> - The City has a general need to store, forward, and integrate recorded phone conversations, including automated transcription, to other online services such as Microsoft Outlook.
<b>Audio and Video conferencing capability</b> – the ability to set up and manage conference calls and online (video) conference calls.
<b>Inbound, Outbound Caller Identification</b> – The system shall have the ability to display inbound and outbound caller ID based on the information passed by the carrier. The system should also be able to block or consolidate outbound caller ID.
<b>Voicemail indicators</b> - The system shall provide notification of voicemail receipt, visually or through other means of notification.
<b>System performance monitoring and reporting</b> - The proposed system shall be equipped

with all necessary hardware and software to monitor system performance, generate alarms, conduct diagnostic tests, and create reports providing summary and detailed history of the system performance.

**Handset, Softphone, and a cellular phone** – ability to select between various handset types including, standard desktop, lobby, office or hall-mounted handsets, softphone that works with existing computer systems, and ability to use a cellular phone as an optional handset.

**Transfer of current phone numbers** – ability to seamlessly transfer existing phone number series at minimal cost and with the least operational disruption.

**System cloud hosting platform** – the backend cloud hosting partner must be considered a top-tier provider, such as AWS, Azure, Google, or other.

## Submission Requirements

The submittal should be prepared in 8 ½" x 11" forms using a 12-point font size for the text. Please do not submit information that must be returned or information that does not pertain to this RFP.

**Proposals must be received no later than 5:00 p.m. (PST), DATE January 17, 2020.** Please submit five copies identified clearly with the words "Unified Communications as a Service (UCaaS/Hosted Voice)" to:

City Clerk  
City of Campbell  
70 N. First Street,  
Campbell, California 95008

All questions related to the Request for Proposals (RFP) must be submitted in writing via e-mail to [cecill@campbellca.gov](mailto:cecill@campbellca.gov) with *Unified Communications as a Services (UCaaS/Hosted Voice)* in the subject line. Questions must be submitted by 5 p.m. on **January 6, 2020**.

## Minimum Eligibility Requirements

Eligible firms shall be those widely considered to be in the top 10 in the area of UCaaS systems

## Proposal Requirements

Proposals must contain the following information listed in the following order:

1. Cover Letter. Please include a cover letter stating project interest which includes:
  - A statement describing why your firm considers itself qualified to complete the project and perform the work required in a responsive manner; and
  - A description of the anticipated interaction with the client.

2. Review of Preliminary Scope of Work. Review the preliminary scope of work and provide comments, suggested modifications, changes and/or additions as appropriate.
3. Review of Preliminary Project Schedule. Review the preliminary project schedule and provide comments, suggested modifications, changes and/or additions as appropriate. Indicate resources that will be allocated to each major task to meet this schedule and discuss your firm's flexibility and record in "catching up" if milestone dates are not met. Discuss your firm's commitments to other projects in the time frame coinciding with this project.
4. Qualifications and Capabilities. Provide a detailed discussion of the qualifications and experience of the Project Manager that would be assigned to this project. Provide additional information regarding the qualifications and experience of all others that will be assigned to work on the project team. Please submit resumes of only those individuals that will be assigned to work on the project. Indicate how your firm's resources will work together to complete this project. An organizational chart is recommended.
5. Subconsultants. Identify any Subconsultants your firm will utilize to complete this project. Include resumes of the individuals who will be directly involved in this project, and briefly describe your firm's experience, working relationship, and involvement in joint projects with these Subconsultants.
6. Related Project Experience and References. Present a description of your firm's Project Manager's past performance on similar projects, including coordinating the work of Subconsultants. Provide locations, description of work, dates of deployments, and value of contracts, if applicable. Include name, address and phone number for three (3) references. Provide a summary or record of your firm's experience with similar projects.
7. Fee Estimate. Submit a fee estimate for each task outlined in the preliminary Scope of Work. Provide a breakdown of the fee for each task showing the estimated hours of each project staff member assigned to the task and the associated fee for that project staff member or sub-consultant. Also, provide hourly rate schedules for all key project staff, including Subconsultants.
8. Insurance Coverage. Identify carriers, A.M. Best ratings, types, and limits of insurance carried by your firm. Provide a statement verifying that your firm meets the insurance requirements contained in **Attachment A**.
9. Access to training materials. Please provide access to training materials during the evaluation. These include video, marketing, and written manuals.
10. Yearly cost estimates. Please provide estimates of total annual costs for a city the size of Campbell, CA.
11. Evaluation testing Sandbox. Please provide a sandbox testing environment the City can use to exercise the product during the evaluation phase.

12. Additional Information. Please provide a list of contracts/agreements terminated for convenience or default within the past three years, if any. List any litigation that now affects or may affect the firm's ability to perform in the future.

## **Appendix D - Project Schedule and timeline**

### **Preliminary Project Schedule**

<b>Milestone</b>	<b>Date</b>	<b>Time</b>
RFP Release	December 4, 2019	
Deadline to submit questions	January 6, 2019	<b>8:00 AM PST</b>
Posting of submitted questions	January 7, 2019	<b>5:00 PM PST</b>
Submission Deadline	January 17, 2020	<b>5:00 PM PST</b>
Evaluations and Vendor presentations	February 2020	
Vendor evaluation and negotiations	March 2020	
Project to begin	April 2020	

## **Appendix E - Evaluation Criteria & Selection Process**

A review committee of City staff will evaluate all responses to the Request for Proposals that meet the submittal requirements and the submittal deadline. Those submittals that do not meet the submittal requirements or the deadline will not be considered.

A preliminary ranking of vendors will be developed based on a review of each respective applicant's Proposal. Based on this ranking, a shortlist of vendors will be established and contacted in writing for interviews.

At the discretion of the City, references of the firms invited for interviews may be contacted.

<b><u>Criterion</u></b>	<b><u>Weight</u></b>	<b><u>Criterion Description</u></b>
<b>Ability to meet Requirements</b>	40%	Ability of proposed products and services to meet or exceed the basic requirements listed in the RFP.
<b>References and Experience</b>	30%	Meet or exceed the requirements listed in the RFP and have customers similar in size and/or intention as the City of Campbell, CA.
<b>Cost</b>	30%	Pricing must be completely priced and not exceed the specified budget for the project.

### **Finalist Selection Process**

A single set of interviews with the top-ranking firms will be held to establish the final ranking. Approximately forty-five minutes will be allowed for presentations and thirty minutes for questions by the selection group, including feedback on comments received from references. The vendors' proposed Project Manager must lead the presentation. A selection group composed of staff from the City will evaluate the finalist.

The presentations will focus on the proposed project team, their relevant project experiences, and the proposed organization chart to facilitate coordination and communication between the City and the vendor. Other factors that could be discussed include project approach, philosophy, design, and decision-making processes, and underlying technology.

Other questions that will be addressed include discussion of the ability to meet schedules or deadlines, complete projects without having major cost escalations or overruns.

The selection group will rank the vendors. The final ranking of vendors will be based on the proposal, the interview, and the results of reference checks.

## **Selection Criteria**

The following selection criteria will be used to rank both the Proposal and interview of the finalists.

1. Responsiveness to the issues identified in the RFP.
2. Familiarity with the challenges presented by the project.
3. Technical skills and expertise of the firm and their ability to manage a team of Subconsultants, if applicable.
4. Demonstrated ability to manage a project of the type, size, and complexity described.
5. Reputation for personal and professional integrity and competence, and key personnel's professional background, caliber, and availability for this project.
6. Qualifications and experience of the proposed Subconsultants identified for this project.
7. Experience of Project Manager and technical resources with this type of software and system.
8. Review of the firm's current and projected workload in the time frame coinciding with this project.
9. Ability to communicate clearly and concisely.
10. Provide ample detail of the overall cost of the system, including ongoing and initial costs, so that the city is aware of the Total Cost of Ownership (TCO) and the relative value proposition of your firms' products and services.

## **Additional Information**

The City reserves the right to accept or reject any or all Proposals, or to alter the selection process if warranted, to postpone the selection process for its convenience at any time, and to waive any defects in the Request for Proposals. The City also reserves the right to accept or reject any individual Subconsultant that a candidate proposes to use.

This RFP and the interview process shall in no way be deemed to create a binding contract or agreement of any kind between the City and the proposers. The City's standard agreement will form the basis of the contract between the parties.

Each proposer responding to this RFP acknowledges and agrees that the preparation of all materials for submittal to the City and all presentations, related costs and travel expenses are at the proposer's sole expense and the City shall not, under any circumstances, be responsible for any cost or expense incurred by the candidate. Also, each proposer acknowledges and agrees that all documentation and/or materials submitted with the RFP shall remain the property of the City.

## **Attachment A - INSURANCE REQUIREMENTS**

VENDOR shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to properties, which may arise from, or in connection with, the performance of the work hereunder by the VENDOR, his agents, representatives, employees, or sub-consultants. The cost of such insurance shall be included in the VENDOR's fee.

### **Minimum Scope of Insurance**

Coverage shall be at least as broad as:

1. Insurance Services Office form number GL 0002 (Ed. 1/96) covering Commercial General Liability and Insurance Services Office form number GL 0404 covering Broad Form Commercial General Liability; or Insurance Services Office Commercial General Liability coverage ("occurrence" form CG 0001), including X, C, U (explosion, collapse, underground).
2. Insurance Services Office form number CA 0001 (Ed. 12/93) covering Automobile Liability, code 1 "any auto," or code 2 "owned autos" and endorsement CA 0025. Coverage also to includes code 8 "hired autos" and code 9 "non owned" autos.
3. Workers' Compensation insurance as required by the Labor Code of the State of California and Employers Liability insurance.
4. Errors and Omissions Liability insurance appropriate to the CONSULTANT's profession.

### **Minimum Limits of Insurance**

VENDOR shall maintain limits no less than:

1. Commercial General Liability: \$1,000,000 per occurrence for bodily injury, personal injury, and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location, or the general aggregate limit shall be twice the required occurrence limit.
2. Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage.
3. Workers' Compensation and Employers Liability: Workers' Compensation limits as required by the Labor Code of the State of California and Employers Liability limits of \$1,000,000 per accident.
4. Errors and Omissions Liability: \$1,000,000 per occurrence.



## **Deductibles and Self-Insured Retentions**

Any deductibles or self-insured retentions must be declared to, and approved by, the CITY. At the option of the CITY, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the CITY, its officials, employees, agents, and contractors; or the CONSULTANT shall procure a bond guaranteeing payment of losses and related investigations, claim administration, and defense expenses in an amount specified by the CITY.

## **Other Insurance Provisions**

The policies are to contain, or be endorsed to contain, the following provisions:

1. General Liability and Automobile Liability Coverages
  - a. The CITY, its officials, employees, agents, and contractors are to be covered as an additional insureds as respects: liability arising out of activities performed by, or on behalf of, VENDOR; products and completed operations of the VENDOR; premises owned, leased, or used by the VENDOR; or automobiles owned, leased, hired, or borrowed by the VENDOR. The coverage shall contain no special limitations on the scope of protection afforded to the CITY, its officials, employees, agents, and contractors.
  - b. The VENDOR's insurance coverage shall be the primary insurance as respects the CITY, its officials, employees, agents, and contractors. Any insurance or self-insurance maintained by the CITY, its officials, employees, agents, or contractors shall be excess of the VENDOR's insurance and shall not contribute with it.
  - c. Any failure to comply with the reporting provisions of the policies shall not affect coverage provided to the CITY, its officials, employees, agents, or contractors.
  - d. Coverage shall state that VENDOR's insurance shall apply separately to each insured against whom claim is made, or suit is brought except with respect to the limits of the insurer's ability.
2. All Coverages

Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, canceled, or reduced in limits except after thirty (30) days' prior written notice has been given to the CITY.

**Acceptability of Insurers**

Without limiting VENDOR 's indemnification provided hereunder, VENDOR shall always take out and maintain during the life of this contract, up to the date of acceptance of the work by the City, the policies of insurance listed. Insurance is to be issued by an issuer with a current A.M. Best Rating of A: VII and be authorized to transact business in the State of California unless otherwise approved by the City.

**Verification of Coverage**

VENDOR shall furnish the CITY with certificates of insurance and with original endorsements affecting coverage required by this clause. The certificates and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf.

Copies of all the required ENDORSEMENTS shall be attached to the CERTIFICATE OF INSURANCE, which shall be provided by the VENDOR's insurance company as evidence of the stipulated coverages. This proof of insurance shall then be mailed to:

CITY OF CAMPBELL  
Information Technology Department  
70 North First Street  
Campbell, CA 95008-1423

**Subconsultants**

VENDOR shall include all sub-consultants as insured under its policies or shall obtain separate certificates and endorsements for each sub-consultant.